

JONAS LONG'S SONS.

THE GREAT STORE.

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SCRANTON, PA.

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Millinery Trimmed and Untrimmed You may travel from Montauk Point to the Golden Gate and you won't find the equal of this Millinery Store, either in style or prices. This week we place before you a charming collection of



trimmed hats at \$5 that to foot up the cost of trimmings would make them \$8.50 hats—to say nothing of our time and labor in designing them. Wear any of them to the reception or opera, and they'll vie with the best there. We devote much thought to making creations to your order. Pick out the materials and we'll do the rest, and quickly.

You Get Nothing But the Very Best in Groceries Here These prices are made with a view to supplying all who come. We detect the phrase: "They're all gone." No matter what the article may be, we've enough for all comers.

- Best Minnesota Patent Flour, per barrel... 4.19
50-pound sack Rye Graham Flour... 73c
50-pound sack Rye Flour... 73c
25-pound sack Buckwheat Flour... 39c
21 pounds Granulated (if bought with other groceries)... 1.00
Sugar Cured Hams, per pound... 8c
Skinned Hams, per pound... 8c
California Hams, per pound... 5c
Finest Elgin Creamery butter, per pound... 19c
Western Fresh Eggs, per dozen... 15c
Aurora Coffee, per pound... 1.00
Mexican Coffee, our own blend; best in the city... 23c
O. I. C. Kentucky Smoking Tobacco, per pound... 27c
Fine Cut Tobacco, per pound... 35c
Stowers' Kettle Rendered Pure Leaf Lard, per pound... 7c
Uncle Sam's Baking Powder, per pound... 10c
20-ounce package Prosperity Washing Powder, keeps the hands smooth and cleans thoroughly, per package... 4c
Celebrated Calumet Laundry Soap, twelve cakes for... 25c
Solid Cold Packed Tomatoes, Early June Peas, Lima Beans, New York State Sugar Corn, Refugee String Beans, good value at \$1.25 per dozen. Now... 88c
Columbia River Salmon, 3 cans for... 25c
American Sardines, 7 cans for... 25c
Mustard Sardines, 3 cans for... 25c
Home-made Tomato Ketchup, per gallon... 60c
Van Camp's Tomato Ketchup, regular 25-cent bottle... 19c

Holiday Bric-a-Brac, Jardeneries and Novelties In advance of all others, we open for show our importations of choice Bric-a-Brac, new novelties in Jardeneries and Fancy China. Of most of them, there's but one piece of a kind—once sold, its exclusive to you. These goods are priced considerably below their actual worth and we invite your inspection of them.

A triumphal procession of pre-holiday bargains.

Tons and tons of holiday freight are pouring into this mammoth store. Freight hands, car men and haulers stand aghast at the quantities. "Where is it all to go?" they ask. The store is already crowded with goods, and the cry from buyers is Room! Room! Room! And we'll have at the close of this

grand pre-holiday sale

Beginning today. Startling prices confront you here. Prices that paralyze all thought of the worth of goods. Prices that will cling to your memory as long as you live. Never have we made such an effort. Never will your dollar go so far as now. We strike while the iron is hottest. Mould your opinion of us by these great offerings. And remember that what you buy will be delivered without charge. No matter where you live.

Jack Frost Is Here With His Winter Underwear.

Underwear buyers, for the values are far beyond the exceptional. The assortment represents an immense purchase that our buyer grasped because price seemed no object to the maker—he wanted to unload. You may shop the country over—and you'll find no such values.

This story is of unusual interest to Hosiery and Fleece Lined Hose. Not 15c, but 9c. Children's Full Fashioned One-and-One Ribbed, Full Fashioned Hose, worth 25c to 50c. 19c. Men's Merino Half Hose, always sold at 19c pair. To go at 12c.



Some Sensational Price Cutting on Cloaks and Suits.

We never do anything by halves, and when we concluded to add Cloaks and Suits to the success of this sale, prices were slashed accordingly. A third more money will not duplicate these values in any other store.

Extraordinary Sale of Dress Goods and Silks By far the most important offering of the year. Find among these lots something to suit and the price will appeal to you at once.

Woolen Shirt Waists, made with pointed yoke and plaited back, detachable stock collar. Navy, brown, garnet, cadet or black. Strictly all wool and an easy seller at a dollar; now... 83c. Children's Reefers of fancy mixed goods in blue and brown; trimmed with braid and Kersey cloth; braid on collar and cuffs and down back; a six-button coat, in sizes from 6 to 14 years. Always sold at \$4.25; now... \$3.19



Women's Tailor-made Suits, in blue and black only; made up from the finest Venetian cloths. Jackets are taffeta silk, are lined throughout, fly front and dart sleeve. Skirt lined in best percale and is bound with silk velvet. Never sold in any store under \$12.85; to go while they last at... \$8.98. Women's best quality English Kersey Jackets, in blue, brown, black, tan or castor; made with strapped seam back and lined throughout with heavy changeable taffeta silk. Positively never offered under \$13.50; to go for a few days at... \$10.00. Plain black Kersey Capes, lined throughout with black satin. Nine rows of stitching down front and around bottom; storm collar, extra full sweep. Not \$9.00—but... \$6.49. Taffeta Silk Waists, in fancy plaids and stripes—newest effects; also in solid colors. There are but 69 of them to choose from. The material and making of waists their equal would cost you \$7.50 or \$8. Take them while they last at... \$4.45

Silk and Mohair Don't let Braids at 29c price trouble you as to quality—you'll be surprised at the braids' goodness. All silk and mohair, in the newest and choicest designs that has sold up to 75c a yard. To go at... 29c

Superior quality of Black Crepon that is positively worth \$1.25 a yard, this week only 75c. Assorted lot of all-wool Black Jacquard figured, 45 inches wide and positively worth 75c yard; this week only at... 59c. "My Queen Vel Vel," 24-in-wide, very rich; takes the place of silk velvet. Usually sold at \$1; for this week only, per yard... 75c. A splendid line of Dress Fabrics in assorted weaves; nearly 100 styles to choose from; values from 6c to \$1; this week only... 49c. 2,400 yards of assorted Dress Goods Novelties, including double width all-wool Ladies' Cloth, 45-inch wide wale Serge and 45-inch double warp Cashmere, in all shades; worth double our price; this week... 25c. 50 pieces of double width novelty Dress Goods, including Caracule effects and fancy plaids; your choice at... 12c. Fine twill double width Cashmere in all colors; per yard... 10c

Handkerchiefs, Seven of Aprons, Gloves and Mittens. Handkerchiefs that ought to appeal to your purse strings. Just as the item in aprons will do. And to make things the more interesting, some special sacrifices are made on Gloves and Mittens. Women's and Children's Printed Borders, worth 7c at... 3c. Women's Swiss Embroidered Edges, worth 15c, at... 7c. Women's Swiss Embroidered and Lace Edges, worth 25c at... 10c. Women's All Linen Embroidered and Lace Edges, worth 50c, at... 25c. Men's Printed Borders, all new patterns, worth 10c, at... 5c. Men's Large Linen 1/2 and 1 inch Borders, hem-stitched, worth 25c, at... 10c. Children's Wool Mittens, per pair... 8c

Muslin Underwear At Cost

Every garment that enters into this sale, was made in big, roomy factories, by day labor. The lots here mentioned kept them busy in the making, when otherwise they would have been idle. Hence these little prices: Elegant Cotton Gown, V pointed neck, ruffled, two clusters fine tucks, full wide skirt, regular 50c... 29c. Another pretty Gown, yoke made of 4 rows insertion; embroidery and tucks. Hamburg ruffie around neck and down front, regularly 75c... 49c. A handsome gown in Mother Hubbard style, yoke made with rows of Hamburg insertion and hem-stitching ruffie of Hamburg around neck and down front, regularly 98c... 69c



Wide Umbrella Drawers, full ruffies, 3 fine tucks above yoke band, regularly 29c... 19c. Fine Muslin Drawers, with wide hem, cluster of tucks... 12c

Men's and Youths' Overcoats

Representing the entire output of four of the biggest manufacturers. We bought them for just 30c on the dollar. And that shall be their cost to you; we can assure you now that this shall be the beginning of a new clothing store for men that shall revolutionize the business of this big community. For double-breasted, short length overcoats of rough-faced Chinchilla, made with storm collar, four deep pockets and lined with good quality flannel, positively worth \$6.00 to make... 3.39. For single-breasted Kersey overcoats, of an Oxford Mixed Kersey, with velvet collar, lined throughout with best quality double warped Italian lining positively worth \$10 to make... 4.98. For single-breasted Kersey overcoats in blue only, warranted fast color, has silk velvet collar, well lined and handsomely tailored. Only 38 of them in the lot and worth \$12 to make, at... 7.48. For blue, black and brown cover overcoats—a few in light colors, also Oxford mixed and genuine west of England Kersey coats, made with Persian facing, satin piped, four rows of stitching; guaranteed two-year satin sleeve lining, best triple warp Italian body lining, warranted silk velvet collar. Made box style, also extra length; single breasted and a few double breasted. Positively worth \$20 to make and the coat bargain of the year... 9.98

Our Catalogue Is ready for you. Drop us a postal, and one will follow by mail. 25,000 books are here, priced 25 per cent. lower than any other store—no matter where.

Interesting News Concerning Carpets, Curtains, Draperies, Wall Paper and Pictures

They're all gathered together on the third floor. Pick your Carpet on the Lackawanna avenue side; step over to the Wyoming avenue side and choose your Draperies and Wall Hangings to match. And only a step from there to the Wall Papers and Pictures. Mighty little trouble here in furnishing a room as you'd have it, with such conveniences. You'll be satisfied as to colors, too, for every part of the floor is as light as day. This week the following:



We offer your choice of 150 styles and patterns in Hartford, has ever seen; positively never sold under \$5.75. With poles and fixtures, cheaper than import price, pair... 3.98. Tapestry Curtains, 3 yards, silky finish, good fringes, double quality, \$2.50 kind. With poles and fixtures, pair... 1.89. "Imperial" Damask Curtains, handsome, luxurious goods that have no superior for style, beauty nor durability; always sold at \$5. Sale price, with poles and fixtures, complete, pair... 3.79. "Armure" Tapestry Curtains, the new heavy corded and basket weave tapestries; massively fringed heavier than any other tapestry, \$6.00 kind. With poles and fixtures, pair... 4.98. English Tapestry, 50-inch double faced, two toned colorings, pretty for draperies and furniture coverings 45c kind, yard... 29c

55c the yard

that have positively never been sold in this country under 95c. A big range of colors to choose from. With them we offer an extraordinary quality of TAPESTRY BRUSSELS CARPETS in 97 distinct styles—all this season's new goods at

45c the yard

that are positively worth 60c. We guarantee these prices to you—please remember that. Nottingham Lace Curtains, full 3 yards long, cheap at 75c, with poles and fixtures, pr 43c. Ruffled Curtains, 3 yards long. Others ask 98c for them. With poles and fixtures, pair... 75c. Scotch Gimpure Lace Curtains, double thread, in beautiful Irish Point and Brussels designs; absolutely worth \$1.75. With poles and fixtures, pair... 97c. Saxony Lace Curtains, beautiful copies of real laces that often deceive experts; unexcelled for wear. Reduced from \$2.25, with poles and fixtures, pair... 1.59. Irish Point Lace Curtains, the genuine article, on a fine Brussels net, 54 inches wide, 5 1/2 yards long; positively \$4.00 quality. With poles and fixtures, pair... 2.98. Brussels Lace Curtains, guaranteed hand wrought. Renaissance Lace Curtains, pure linen, hand-made; the most wonderful real lace offer that Scranton

A Big Chance at Notions.

Today we will place on sale at the Notion Counter 6,000 dozen spools of Basting Cotton at 12 spools for 6c and with it the following: Nickle-plated Safety Pins, paper of 12 for... 4c. Extra heavy quality fresh water pure white Pearl Buttons, 5 assorted sizes, from 10 line to 24, at per dozen... 5c. Satin Hose Supporters with extra wide waist band... 21c. Twelve papers of good Pins for... 10c. Two dozen Swell Hooks and Eyes for... 3c. Two pairs of Stockinet Dress Shields for... 7c. Five yards Velveteen Binding for... 11c

Parlor Suits

that are as new as the morning. There's a chance for you to save money on them. We devote a half acre of floor space to the showing of Bedroom Suits; can furnish a hotel as easily and quickly as a house.

Three Styles in The Toilet Sets and a Bracket Lamp

10 pieces, handsomely decorated in blue, brown, green and pink. They have easily brought \$2.50, but you may take them at... 1.79. This of the others: 12-piece Toilet Sets, including slop jar; all the newest decorations in plain band and stippled. About what you'd pay \$6.98 for elsewhere, at 4.95. An excellent set, decorated in blue, pink, green or red, at... 1.29. And this of Bracket Lamps: They're complete, with globe, burner, reflector, fount and bracket, and have sold readily at 49 cents. While they last, take them at... 24c

A Big Chance at the Best in Domestic

This is a great store in Domestic Dometics, made so by the ridiculously low prices we name on goods. Look over these: Extra Heavy Wool-Finished 11-4 Blankets in white and grey, worth \$1.39. 98c. One case of Indigo Blue Calicoes and a like amount of good Unbleached Muslin. 3c. One case of Dark Calicoes, suitable for comforts, patterns nearly all small, at 2c. Full size Comforts covered in good quality silkoline, tied with best woolen yarn, filled with pure white cotton; \$1.50 kind, at... 1.19. 5,000 yards of dark and light Outing Flannels; also fancy stripes, the 10c kind... 5c. 50 dozen Outing Flannel Skirt Patterns, in all colors, fleeced on both sides... 29c. 100 Comfortables, with good calico lining on both sides; they would be cheap at 75c, at... 49c. White and Grey Bed Blankets, good weight, 35c. 2,000 yards Unbleached Canton Flannels, the 6c kind... 3c. Scarlet Twill Flannel, heavy weight and all wool, our regular 25c grade... 17c. 2,000 yards 36-inch Indigo Blue Percale, worth 12 1/2c, at... 7c

We Include Furnishings for Men in This Pre-Holiday Sale

That is why we offer this morning 300 dozen fine quality Muslin Night Gowns, with yoke and nicely trimmed, cut full size and equal to any sold at 50c., for twenty-nine cents, and along with them the following: Men's Working Shirts of Cheviot and Outing Flannel at... 19c. Men's Natural Gray Underwear, equal to any sold at 65 cents, for... 47c. Men's Black Satin and Silk Band Bows, at... 5c

Greater Scranton's Greatest Store, JONAS LONG'S SONS

Furniture to Suit We You and at Prices have the big- To Please You gest stock of Furniture in this part of the Keystone State—without any exception—and we're doing the Furniture business of Lackawanna county. We direct your attention to a new lot of handsome



Parlor Suits that are as new as the morning. There's a chance for you to save money on them. We devote a half acre of floor space to the showing of Bedroom Suits; can furnish a hotel as easily and quickly as a house.

Three Styles in The Toilet Sets and a Bracket Lamp 10 pieces, handsomely decorated in blue, brown, green and pink. They have easily brought \$2.50, but you may take them at... 1.79

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